

Message Text

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R 180027Z JAN 75

FM SECSTATE WASHDC

TO AMEMBASSY LONDON

UNCLAS STATE 012394

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: DESK STUDY: UK MARKET FOR PHARMACEUTICAL AND

COSMETIC PRODUCT PACKAGING

REF: LONDON'S A-40 JAN. 11, 1974

PHARMACEUTICAL AND COSMETIC PRODUCTS PACKAGING EQUIPMENT, URGED

BY POST IN SUBJECT REF AS IMPORTANT COMPONENT OF PACKAGING AND

BOTTLING EQUIPMENT (PBE) EXHIBITION THEME, IS NOT COVERED IN GMS

SURVEY BY TOWERS, PERRIN, AND CROSBY INC. SEPTEMBER 1974.

OIM, INCORPORATING ABOVE PACKAGING COMPONENT IN SEPTEMBER 1975 PBE
EXHIBITION, USTC LONDON, NEEDS UK MARKET DATA TO RECRUIT PARTI-
CIPANTS THIS SECTOR.

POST REQUESTED COMPLETE DESK STUDY THIS COMPONENT OF PRODUCT THEME

BY JANUARY 31 AND FORWARD TO OIM.

DETAILS OF STUDY EXPECTED TO SHOW:

1. BEST SALES PROSPECTS FOR U.S. EQUIPMENT, AND SYSTEMS WITH
SUPPORTING JUSTIFICATIONS;

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2. VALUE OF U.K. APPARENT CONSUMPTION AND IMPORTS OF PHARMACEUTI-

CAL AND COSMETIC PACKAGING EQUIPMENT TO THE EXTENT POSSIBLE;

3. VALUE OF UK CONSUMPTION AND EXPORTS OF PHARMACEUTICAL AND COSMETIC PRODUCTS BY CATEGORIES;

4. AND IDENTIFICATION OF APPROPRIATE UK TRADE AUDIENCE BY NUMBER AND TYPES FOR THIS SEGMENT OF PBE EXHIBITION.

IN ITEMS 2 AND 3 ABOVE, POST REQUESTED CITE 1973 OR 1974 (FULL YEAR) STATISTICS WITH PROJECTIONS TO 1979. KISSINGER

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Message Attributes

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Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE012394
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Document Unique ID: 00
Drafter: COM/BIC/OIM:JRCROWN
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750020-0249
From: STATE
Handling Restrictions: n/a
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